

Asset Mapping Workshop

November 16<sup>th</sup>, 2011

# How did get started?

- Pioneering Healthy Communities Grant
- Grant from YMCA of the USA
  - Funding from Center for Disease Control



# Team Members

- ❑ Deb Mulch, Burlington Area Community YMCA-YWCA, Y Coach
- ❑ Kim Perlstein, Des Moines County Conservation, Community Coach
- ❑ Stephie Libben, Burlington Area Community YMCA-YWCA
- ❑ Zach James, Southeast Iowa Regional Planning Commission
- ❑ Eric Tysland, City of Burlington
- ❑ Cheryl Robben, Great River Medical Center
- ❑ Christine O'Brien, Community Action/WIC
- ❑ LJ Pritchard, Titan Broadcasting
- ❑ Kay Sackville Breuer, Greater Burlington Partnership
- ❑ Deedra Warner, Des Moines County Health Department



# About Us

## □ *Vision*

- To be a vibrant community where residents live a life focused on physical activity and healthy eating.

## □ *Mission*

- To create opportunities for every citizen to lead a healthy lifestyle by influencing sustainable policy and environmental changes that will make Des Moines County a healthier place to live.

# Need for



- ❑ In 2010 Des Moines County ranked 98 of 99 counties in Iowa for health factors.
- ❑ Des Moines County ranked 88 of 99 counties for health behaviors which measured alcohol and tobacco use, diet and exercise and unsafe sex.
- ❑ 30% of adult residents are obese
- ❑ 28% do not exercise
- ❑ 78% eat few fruits/vegetables;
- ❑ 28.5% have high blood pressure
- ❑ 7% are diabetic



# Requirements of PHC Grant

- Create a work plan that identifies and develops at least two project goals to pursue
  - One policy and one environmental change
  
- Project options discussed to date include:
  - Adopting a complete streets policy
  - Improving community walkability
  - Community gardens
  - Bike lanes, countdown timers, etc
  - Healthy vending food options
  - Healthier restaurant menu options
  - Parks and areas for recreation
  - Nutritional labeling
  - Physical education for students
  - School and school event nutrition

# HEALTHY IOWANS GRANT PROGRAM

## Asset Mapping Exercise



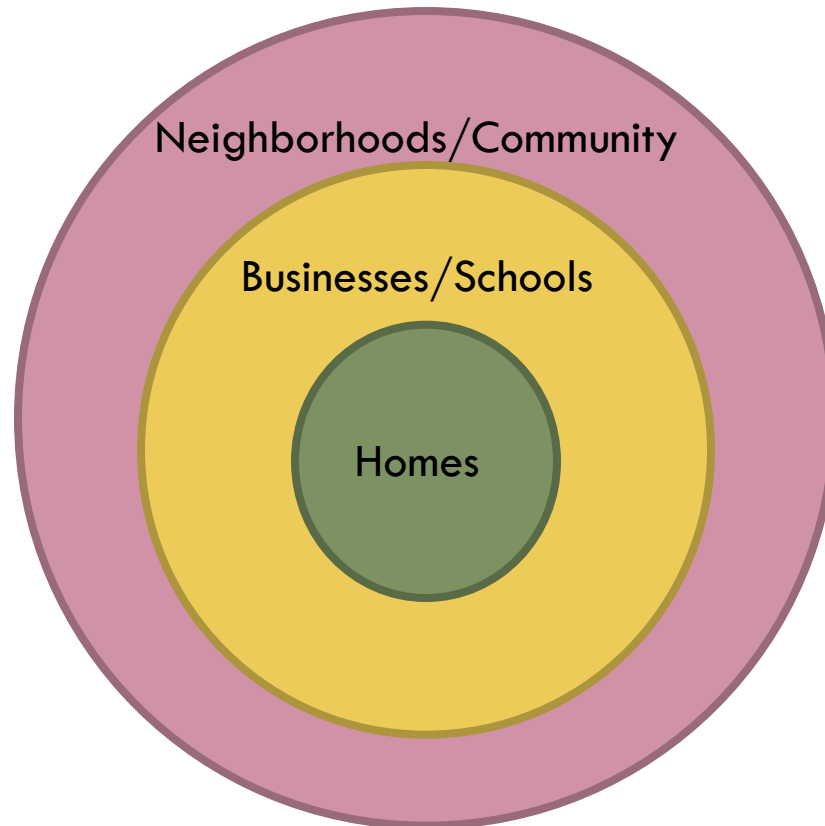
# Overview

- Asset Mapping exercise
  - Starting with the positive, *what is* available from within the community or rather than *what isn't* available
- *Brainstorming session*
  - Asset mapping exercise will lead to ideas for what is needed in community or what can be enhanced

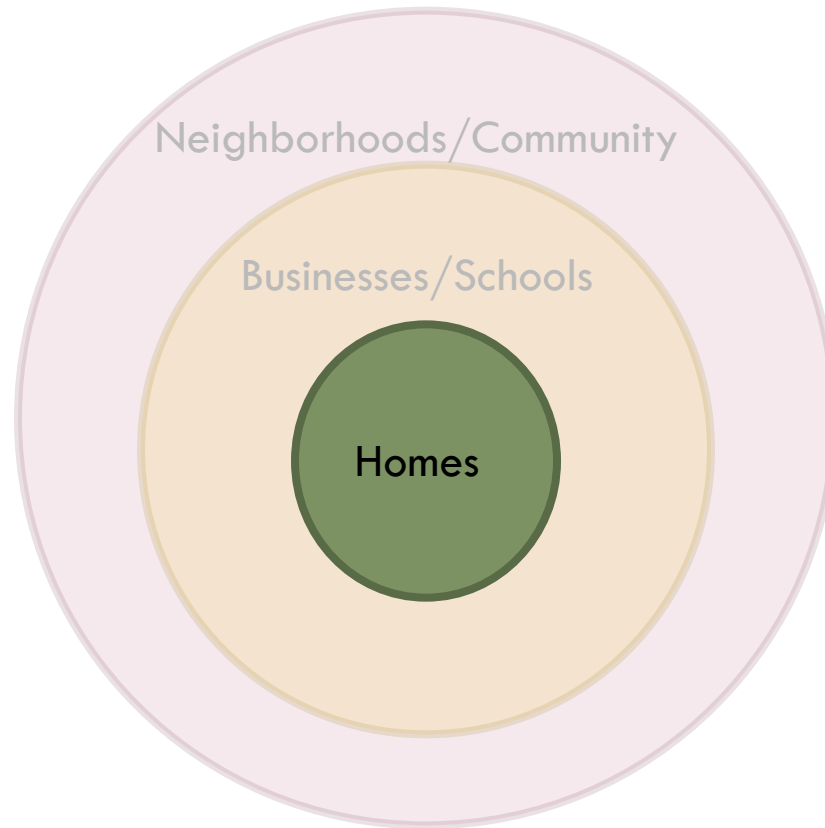


# Asset Mapping Exercise

- Nutritional Assets – Related eating and drink
- Physical Activity Assets – Related to exercise
- Levels



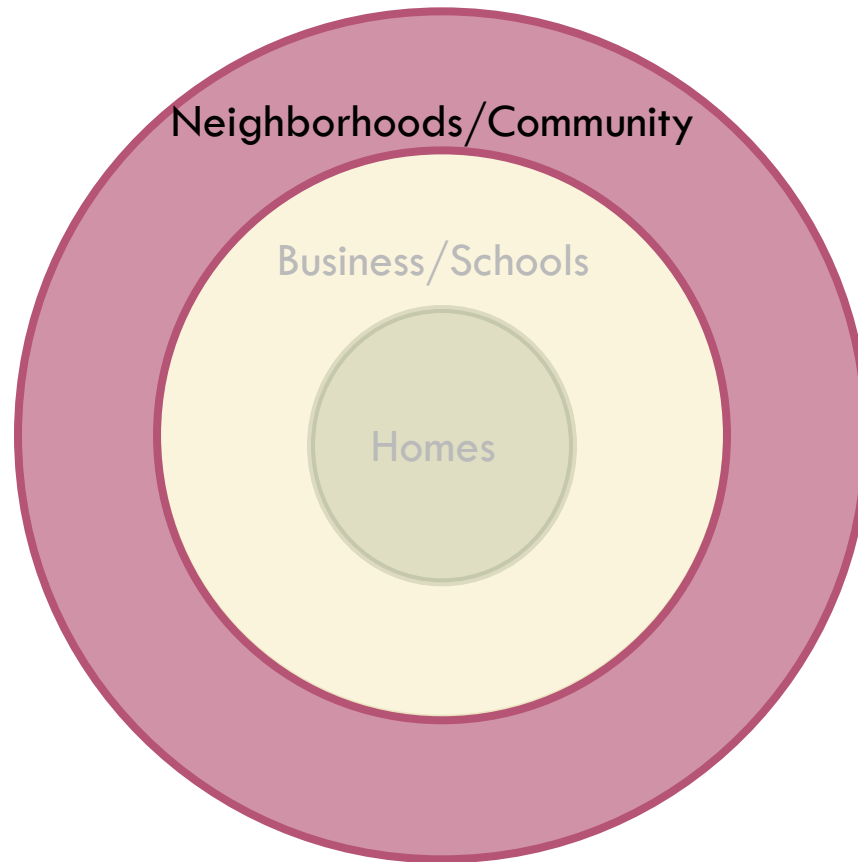
# Homes



# Business and Schools



# Neighborhoods/Community



# Brainstorming Exercise

- Everyone gets one postcard - 5 Minutes
  - List one idea that is related to nutrition and one that is related to physical activity
  - Could be a policy change, environmental change, planning/data collection, event, etc.
  - New ideas or existing initiative
- Review ideas – 5 to 10 Minutes
- Allow people to provide additional ideas – 5 Minutes

# Next Steps

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- Develop a Work Plan
  - ▣ Identifies projects
  - ▣ Identifies partners
  - ▣ Establishes a timeline for projects
  - ▣ Help determines how to spend \$10,000 IDPH grant

# Thank You!

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